

WDAF-TV

Order%



Flight Dates 08/14/12-08/22/12

 Order Sep
 00:15:00

 Product
 Estimate #
 2608

Contract / Revision 568066 / MO-US SEN-TODD AKIN Alt Order # 09791017

Original Date / Revision Agency Com 15% Billing Type Cash

08/15/12 08/15/12 <u>Billing Contact</u> <u>Order Type</u> GENERAL Advertiser **Akin/R/MO/US Senate** <u>Billing Cycle</u> EOM/EOC

7669 Staggers Loop Billing Calendar BROADCAST
Delaware, OH 43015

Agency Strategic Media Placement Demographic A35+

Buying Contact

Rev Codes SP-POL PLC POL

Sales Office DC-M Product Codes PL1Ba

Sales Region NAT Priority 1

7669 Staggers Loop

Delaware, OH 43015

Agency Ref

Advertiser Ref

Start Date

Primary Account Executive

Dan Driscoll

Account Executive

Dan Driscoll 100%
Order Share 26% Market Value 50480

End Date

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 25% 12620 **KCWE** % 0 **KMBC** 30% 15144 KMCI % 0 **KPXE** % 0 **KSHB** 19% 9591 **KSMO** % 0

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount August 2012 26 \$11,156.25 \$13,125.00 0.00 07/30/12 08/22/12 \$11,156.25 \$13,125.00 26 \$11,156.25 \$13,125.00 0.00 Totals

Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
4	08/14/12	08/17/12	M-F 6-7a	CM-Ail	6-7a	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
			M-F 6-7a									
NEWS												
Sta	irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
eek: 08/	13/12	08/19/12	WTF	3	\$450.00	0.00						
4	08/14/12	08/17/12	M-F 7-9a	CM-All	7-8a	WTF	:30	4	\$450.002	0.00 NM	4	\$1,800.00
			7-8a		(7:00 AM-8:0	00 AM)						
NEWS												
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
eek: 08/	13/12	08/19/12	-TWTF	4	\$450.00	0.00						
4	08/18/12	08/18/12	Sa 7-9a	CM-All	8-9a	S-	:30	1	\$375.001	0.00 NM	1	\$375.00
			8-9a		(8:00 AM-9:0	00 AM)						
NEWS												
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
eek: 08/	13/12	08/19/12	S-	1	\$375.00	0.00			•			
	4 NEWS Sta eek: 08/ 4 NEWS Sta eek: 08/ 4 NEWS Sta Sta	4 08/14/12 NEWS Start Date eek: 08/13/12 4 08/14/12 NEWS Start Date eek: 08/13/12 4 08/18/12 NEWS Start Date	4 08/14/12 08/17/12 NEWS Start Date End Date eek: 08/13/12 08/19/12 4 08/14/12 08/17/12 NEWS Start Date End Date eek: 08/13/12 08/19/12 4 08/18/12 08/18/12 NEWS Start Date End Date	4 08/14/12 08/17/12 M-F 6-7a M-F 6-7a NEWS Start Date End Date Weekdays eek: 08/13/12 08/19/12WTF 4 08/14/12 08/17/12 M-F 7-9a 7-8a NEWS Start Date End Date Weekdays eek: 08/13/12 08/19/12 -TWTF 4 08/18/12 08/18/12 Sa 7-9a 8-9a NEWS Start Date End Date Weekdays Start Date End Date Weekdays	4 08/14/12 08/17/12 M-F 6-7a CM-All M-F 6-7a NEWS Start Date End Date Weekdays Spots/Week eek: 08/13/12 08/19/12WTF 3 4 08/14/12 08/17/12 M-F 7-9a CM-All 7-8a NEWS Start Date End Date Weekdays Spots/Week eek: 08/13/12 08/19/12 -TWTF 4 4 08/18/12 08/18/12 Sa 7-9a CM-All 8-9a NEWS Start Date End Date Weekdays Spots/Week eek: 08/13/12 08/18/12 Sa 7-9a CM-All 8-9a	4 08/14/12 08/17/12 M-F 6-7a CM-All 6-7a M-F 6-7a NEWS Start Date End Date Weekdays Spots/Week Rate eek: 08/13/12 08/19/12WTF 3 \$450.00 4 08/14/12 08/17/12 M-F 7-9a CM-All 7-8a 7-8a (7:00 AM-8:00 NEWS Start Date End Date Weekdays Spots/Week Rate eek: 08/13/12 08/19/12 -TWTF 4 \$450.00 4 08/18/12 08/18/12 Sa 7-9a CM-All 8-9a 8-9a (8:00 AM-9:00 NEWS Start Date End Date Weekdays Spots/Week Rate	4 08/14/12 08/17/12 M-F 6-7a CM-All 6-7aWTF M-F 6-7a NEWS Start Date End Date Weekdays Spots/Week Rate Rating eek: 08/13/12 08/19/12WTF 3 \$450.00 0.00 4 08/14/12 08/17/12 M-F 7-9a CM-All 7-8aWTF 7-8a (7:00 AM-8:00 AM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating eek: 08/13/12 08/19/12 -TWTF 4 \$450.00 0.00 4 08/18/12 08/18/12 Sa 7-9a CM-All 8-9aS- 8-9a (8:00 AM-9:00 AM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating	A 08/14/12 08/17/12 M-F 6-7a CM-All 6-7awTF :30 NEWS Start Date End Date Weekdays Spots/Week Rate Rating eek: 08/13/12 08/19/12wTF 3 \$450.00 0.00 4 08/14/12 08/17/12 M-F 7-9a CM-All 7-8awTF :30 7-8a (7:00 AM-8:00 AM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating eek: 08/13/12 08/19/12 -TWTF 4 \$450.00 0.00 4 08/18/12 08/18/12 Sa 7-9a CM-All 8-9aS- :30 8-9a (8:00 AM-9:00 AM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating	4 08/14/12 08/17/12 M-F 6-7a CM-All 6-7awTF :30 3 M-F 6-7a NEWS Start Date End Date Weekdays Spots/Week Rate Rating eek: 08/13/12 08/19/12wTF 3 \$450.00 0.00 4 08/14/12 08/17/12 M-F 7-9a CM-All 7-8awTF :30 4 7-8a (7:00 AM-8:00 AM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating eek: 08/13/12 08/19/12 -TWTF 4 \$450.00 0.00 4 08/18/12 08/18/12 Sa 7-9a CM-All 8-9aS- :30 1 8-9a (8:00 AM-9:00 AM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating	4 08/14/12 08/17/12 M-F 6-7a CM-All 6-7aWTF :30 3 \$450.00 2 M-F 6-7a NEWS Start Date End Date Weekdays Spots/Week Rate Rating eek: 08/13/12 08/19/12WTF 3 \$450.00 0.00 4 08/14/12 08/17/12 M-F 7-9a CM-All 7-8aWTF :30 4 \$450.00 2 7-8a (7:00 AM-8:00 AM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating eek: 08/13/12 08/19/12 -TWTF 4 \$450.00 0.00 4 08/18/12 08/18/12 Sa 7-9a CM-All 8-9aS- :30 1 \$375.00 1 8-9a (8:00 AM-9:00 AM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating	4 08/14/12 08/17/12 M-F 6-7a CM-All 6-7awTF :30 3 \$450.00 2 0.00 NM M-F 6-7a NEWS Start Date End Date Weekdays Spots/Week Rate Rating eek: 08/13/12 08/19/12wTF 3 \$450.00 0.00 4 08/14/12 08/17/12 M-F 7-9a CM-All 7-8awTF :30 4 \$450.00 2 0.00 NM 7-8a (7:00 AM-8:00 AM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating eek: 08/13/12 08/19/12 -TWTF 4 \$450.00 0.00 4 08/18/12 08/18/12 Sa 7-9a CM-All 8-9aS- :30 1 \$375.00 1 0.00 NM 8-9a (8:00 AM-9:00 AM) NEWS Start Date End Date Weekdays Spots/Week Rate Rating	A



568066

Flight Dates 08/14/12-08/22/12

Hiatus Dates

<u>Original Date / Revision</u> 08/15/12/ 08/15/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate Product MO-US SEN-TODD AKIN Estimate # 2608

la Oba Otata Mada da da da	0 1 2 15 15				Tota	WHEN !
		Time Days Len		Rate Pri Rtg		Amount
4 4 08/19/12 08/19/12 Su 7-9a 8-9a	CM-All 8-9a (8:00 AM-9	3: SS	0 1 \$1	50.002 0.00) NM 1	\$150.00
NEWS	(0.0071107-0	.00 / dw)				
Start Date End Date Weekda		Rating				
Week: 08/13/12 08/19/12	- γιου.υο	0.00				
5 4 08/19/12 08/19/12 FOX New	•	5 :3	0 1 \$1	50.002 0.00) NM 1	\$150.00
FOX NEWS	s Sunday					
Start Date End Date Weekda	ys Spots/Week Rate	Rating				
Week: 08/13/12 08/19/12		0.00				
6 4 08/14/12 08/17/12 M-F 5-6p	•	WTF :3	0 3 \$4	50.002 0.00) NM 3	\$1,350.00
530-6p NEWS	(5:30 PM-6	:00 PM)				•
Start Date End Date Weekda	vs Spots/Week Rate	Rating				
Week: 08/13/12 08/19/12WTF-		0.00				
7 4 08/14/12 08/17/12 M-F 6-630		WTF :3	0 4 \$6	00.002 0.00	NM 4	\$2,400.00
M-F 6-63)p		•			4 -,
NEWS						
<u>Start Date</u> <u>End Date</u> <u>Weekda</u> Week: 08/13/12 08/19/12WTF-		Rating 0.00				
E 8 4 08/18/12 08/18/12 Sa 5-6p	- 4 \$600.00 CM-All 5-530p	S ;3	0 1 \$2	25.00 2 0.00	NM 0	# 0.00
5-530p	(5:00 PM-5		О І фа	25.00 2 0.00	NIVI U	\$0.00
NEWS	(-11-11-11-11-11-11-11-11-11-11-11-11-11	,				
Start Date End Date Weekda		Rating			l	
Week: 08/13/12 08/19/12S Spot Ch Date Range Description	- 1 \$225.00 Start/End Time	0.00	nua lamath	Data Dta 7		
1 4 08/13/12-08/19/12 Sa 5-6p		(5:00 PM-5:30 P	ays <u>Length</u>	Rate Rtg 1 (\$225.00) 0.00		
Credited	2 2226	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		(4220.00) 0.00	/**** !	
E 9 4 08/18/12 08/18/12 Sa 5-6p	CM-All 530-6p	S+ :30	0 1 \$2	25.00 2 0.00	NM 0	\$0.00
530-6p	(5:30 PM-6	:00 PM)				40,00
NEWS						
<u>Start Date</u> <u>End Date</u> <u>Weekda</u> Week: 08/13/12 08/19/12S		Rating				
Spot Ch Date Range Description	Start/End Time	0.00 Weekda	ays Length	Rate Rtg T	·we	
1 4 08/13/12-08/19/12 Sa 5-6p		(5:30 PM-6:00 P		(\$225.00) 0.00		
Credited				,		
10 4 08/14/12 08/17/12 M-F 630-7	p CM-All 630-7p	WTF :30	0 2 \$4	50.002 0.00	NM 2	\$900.00
M-F 630-7	'p					
NEWS	On the Atlanta	m - P - ·				
<u>Start Date</u> <u>End Date</u> <u>Weekda</u> Week: 08/13/12 08/19/12WTF-		Rating 0.00				
E 11 4 08/14/12 08/17/12 M-F 9-10p	- Y 100,00	WTF :3(0 4 \$79	50.002 0.00	NM 1	\$750.00
9-930p	(9:00 PM-9		ν τ ψης	0.00		Ψ. Ο Ο . Ο Ο
NEWS						
Start Date End Date Weekda		Rating				
Week: 08/13/12 08/19/12WTF Spot Ch Date Range Description	- 4 \$750.00 Start/End Time	0.00 Weekda	iys Length	Rate Rtg T	ivne	
2 4 08/13/12-08/19/12 M-F 9-10p		(9:00 PM-9:30 PWThF		(\$750.00) 0.00		
Credited	<u>r</u> -		,,,,	,		
3 4 08/13/12-08/19/12 M-F 9-10p	9-930p	(9:00 PM-9:30 PWThF	: :30	(\$ 750.00) 0.00	NM	
- · · ·					1	
Credited						
4 4 08/13/12-08/19/12 M-F 9-10p	9-930p	(9:00 PM-9:30 PwThF	: :30	(\$750.00) 0.00	NM	
- · - · · · · · ·	9-930p	(9:00 PM-9:30 PWThF	: :30	(\$750.00) 0.00	NM	

Print Date: 08/15/12

Page 3 of 3

Contract / Revision

568066

Flight Dates 08/14/12-08/22/12

Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2608

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	oots	Rate Pri	Rtg Type	Tota Snots	ls Amount
E 11	4	08/14/12	08/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:	WTF	:30	4	\$750.002	0.00 NM		\$750.00
	NEWS			•			,						
12	4	08/18/12	08/18/12	Sa 9-10p 9-930p	CM-AII	9-930p (9:00 PM-9:	S- 30 PM)	:30	1	\$450.002	0.00 NM	1	\$450.00
	NEWS					(,						
w	<u>Sta</u> eek: 08/		End Date 08/19/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
13	4	08/19/12	08/19/12	Su 9-10p 9-930p		9-930p (9:00 PM-9:	S 30 PM)	:30	1	\$750.002	0.00 NM	1	\$750.00
	NEWS			'		(·· ,						
w	<u>Sta</u> eek: 08/		<u>End Date</u> 08/19/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00					!	
N 14	4	08/20/12	08/22/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTW	:30	3	\$750.002	0.00 NM	3	\$2,250.00
W	<u>Sta</u> eek: 08/		End Date 08/26/12	Weekdays MTw	Spots/Week 3	<u>Rate</u> \$750.00	Rating 0.00						
N 15	4	08/20/12	08/22/12	M-F 630-7p M-F 630-7p	CM-AII	630-7p	MTW	:30	1	\$450.002	0.00 NM	1	\$450.00
	NEWS												
W	<u>Sta</u> eek: 08/		End Date 08/26/12	Weekdays MTW	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
			**************************************						***************************************		Totale	ንራ ው	2 125 00

Totals

26 \$13,125.00